

Global Brand Guidelines

2025

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Created by WHAM
CK Hutchison Holdings' International Brand Group
whambrands.com

Managing Three

This guidelines document will enable the Three brand to come to life in its individual markets, while staying true to Three's global purpose.

It includes information and guidance on using global brand assets, with some principles for creating and applying localised assets.

Our vision is for a strong, global Three brand with a uniquely local feel that's relevant to its specific audiences.

Fixed vs. Flexible

Three is a global brand that flexes to local markets.

This table defines the relationship between the brand (1), the localised expression (2), and local campaigns (3).

Everything Three creates should stem from the fixed brand. From there, things become more flexible, adapting to and celebrating the personality of each market whilst maintaining a cohesive and recognisable global brand.

Working with WHAM

As international brand group of CK Hutchison Holdings and guardians of the global Three brand, WHAM is responsible for maintaining the integrity and direction for Three across its diverse markets.

As this page illustrates, while WHAM controls the overarching Three Brand DNA (fixed), its role with the brand’s localised expression is consultative and collaborative, so that the ideal balance can be achieved between specific local nuances and global consistency.

Although optional, please consult WHAM for input on local campaigns wherever necessary – for instance, when there are changes in local positioning or market context. This will also help ensure alignment with global brand strategy.

		Application	Approval Responsibility
<div>Fixed</div> <div>↑</div> <div>↓</div> <div>Flexible</div>	<div>1</div> <div>GLOBAL BRAND & ASSETS</div> <div>(Defined and shaped globally by WHAM (CK Hutchison’s International brand Group))</div> <div>Purpose Beliefs Mission Personality Logo Font</div>	All local markets must use the fixed global assets, and seek WHAM’s approval if any deviation is required.	WHAM
	<div>2</div> <div>LOCALISED EXPRESSION</div> <div>(Developed through collaboration between local markets and WHAM)</div> <div>Wordmark Local positioning Sub-brands etc.</div>	Consult with WHAM to ensure consistency and to avoid undermining of global brand.	Local market and WHAM
	<div>3</div> <div>LOCAL CAMPAIGNS</div> <div>(Created by local markets and their agencies with WHAM’s input where required)</div> <div>Advertising Partnerships PR Internal Comms etc.</div>	Share campaign work with WHAM, but no WHAM approval is necessary.	Local market

Global Brand DNA

Our Story
Our Purpose
Our Mission
Our Beliefs
Our Personality
DNA Summary

**Protecting Three's
Brand Essence**

Our Story



Three was the first true mobile broadband network in the world.

The first international network created to connect people to the digital world. Wherever they are. Whenever they want it.

Before Three all networks were built on limited offerings which depended on rationing and restricting the customer.

We had no reason to support the status quo. We had no outdated limitations to defend. Instead we were here to make experiences better for people. To end restriction and create possibilities. Continually.

Our Purpose

Born to
be better.

From the day we started we have made people's digital lives better. More choice. More freedom, more simplicity, more transparency. Constant new and better experiences.

What sets Three apart is that we aren't just a passenger on this journey. We are out there leading the way.

We understand people's needs, we innovate to find ways to satisfy them, and then we deliver them. Better.

Better

Our Mission

**We connect people,
places, things and
ideas, to make
our customers'
lives better.**

Our Beliefs

Wherever Three is in the world,
we deliver on our purpose by
staying true to our beliefs...

Access and
Possibility

Access

We believe that by removing restrictions and limitations, we can empower people to enjoy the true potential of the digital world.



Possibility

We are always looking for ways to create the next step for people. Replacing yesterday's satisfactory with today's new wow.



Our Personality

These three characteristics define Three's global personality. They are essential to each of Three's local brands. Combined, these characteristics will make Three an admired, desired and loved brand.

Life loving

Three enjoys life. It likes people and is great with them. When Three speaks it is always interesting, engaging and worth listening to. It grabs your attention.

Leader

Three is confident, with stature and charisma. Customers are happy for Three to take the lead, and Three is comfortable leading. Three is never a boring corporate but it is powerful and impressive.

Game-changer

Three is unafraid and bold. Three has opinions, which challenge the expected and make you sit up. Three looks at what is just ok, sees how it could be great instead, and makes it happen.

Showing Three's Personality

Three's personality comes across clearly in what it does and how it communicates. You can see it in the way its stores are designed, the way Three's people work and the way Three treats its customers.

Three shows it loves life

by demonstrating an understanding of customers' needs and desires. Three always talks about what matters; the real human benefit. If there's technical or technological stuff to communicate, it's always easy to understand.

Three shows it's a leader

by acting and communicating with the confidence and stature of a leading brand. Three doesn't over-communicate or waffle. It uses short and purposeful sentences, active verbs and simple calls to action.

Three shows it's the game-changer

by being the category brand that sets the standards and makes the rules. Never 'me-too', Three often says and does things in an original way – expressing opinion and emotion, using imaginative words and phrases, sharing new thinking and ideas.



Life Needs a Big Network



DNA Summary

Adapting locally:

Please refer to the Delivering Locally section of these guidelines to find more guidance and how local brand positioning can be adapted in individual markets.

Our Story

Three was the first true mobile broadband network in the world.

Our Purpose

Born to be better.

Our Mission

We connect people, places, things and ideas, to make our customers’ lives better.

Our Beliefs

**Access and
Possibility**

Our Personality

**Life-loving
Leader
Game-changer**

Protecting Three's Brand Essence

Delivery Requirements

Reinforce the brand's purpose to protect its global standing

The Three brand is – in accordance with the Brand Licence Agreement – a Global Brand representative of premium mobile wireless products and services. A Global MNO, committed to leading the category by offering better connectivity, every day, for every customer.

The brand provides a premium not simply a value proposition, by committing to connecting people, places, things and ideas to make our customers' lives better.



Adhere to the brand's beliefs to set new standards

We lead the category by setting new standards in access and possibility:

Access

We believe that by removing restrictions and limitations, we can empower people to enjoy the true potential of the digital world.

Possibility

We are always looking for ways to create the next step for people. Replacing yesterday's satisfactory with today's new wow.



Ensure the brand is delivered in a premium way consistently

Therefore every brand touchpoint and execution should reinforce the perception of both premium quality and value. All executions should be carefully considered to avoid anything that could negatively impact customer perception or undermine the brand's premium image.

Visual Toolkit

Logo and Type

Logo

The logo is the universal symbol of Three, depicting the brand's life-loving spirit inside a bolder numerical outline.

Always use the logo artwork provided, and never recreate it.



Logo Versions

The Three logo is most often seen in black on white backgrounds, but can be logically reversed out of black or, preferably, coloured backgrounds.

It is used in white on dark images, and black on light images.

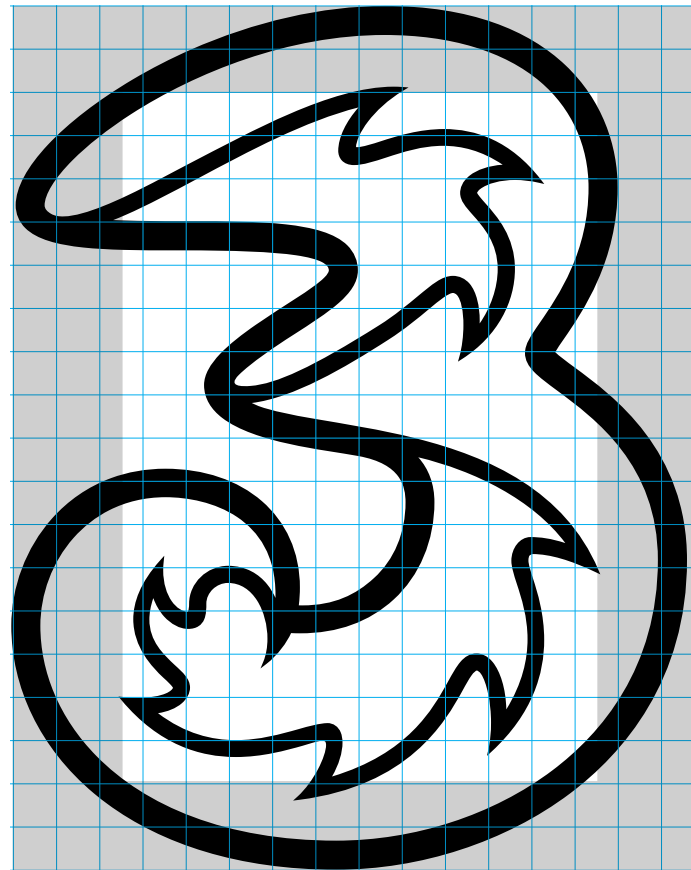


Logo Usage

Unconventionally, the Three logo can be cropped at the edge of formats, spaces and environments. This allows logo usage at larger sizes for added visibility and a sense of confidence and dynamism.

It is important that we show enough of the logo so that attribution isn't compromised, so please follow the guidance on the right.

Croppable area



Cropped logo examples



Minimum size



30 pixels



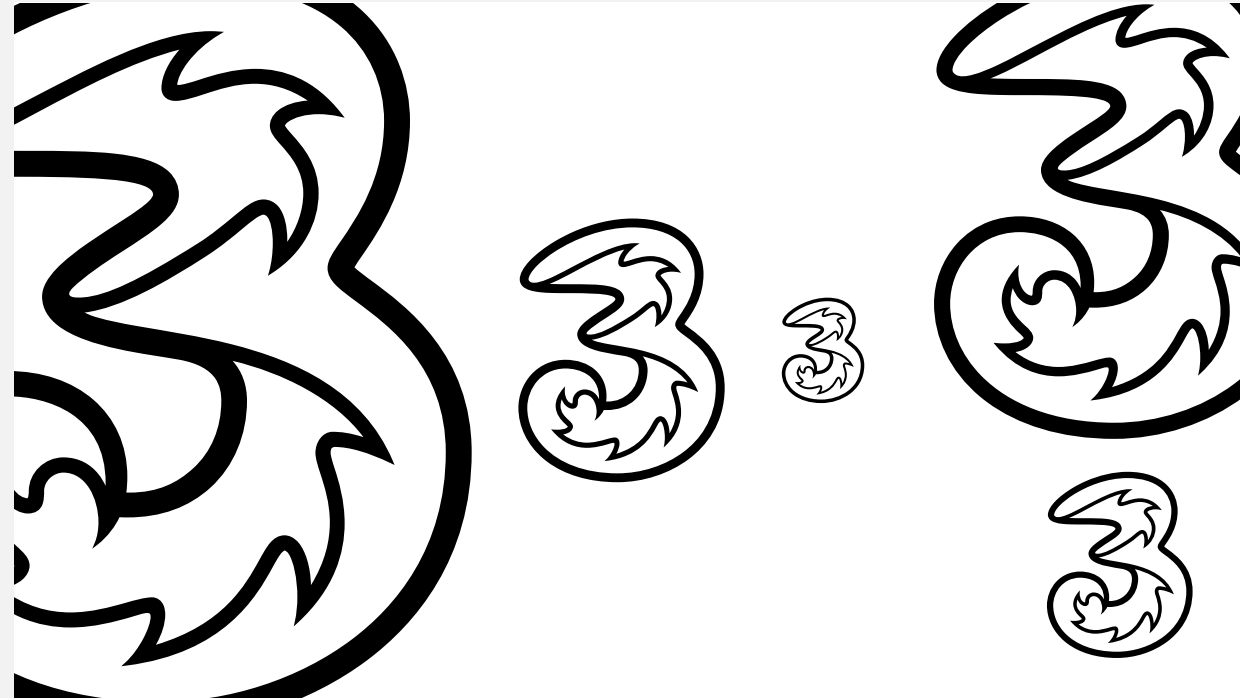
10 mm

Logo Usage

Alive and active, the Three logo can be used in a variety of positions and sizes, in order to fit the purpose and dynamic of the format it occupies.

Its ability to change size and position will give it a prominent role at times, but occasionally a more recessive role. For this reason, it is important to build brand attribution using Three's other visual elements.

Free position of the logo in formats



Contained/background



Cropped/foreground

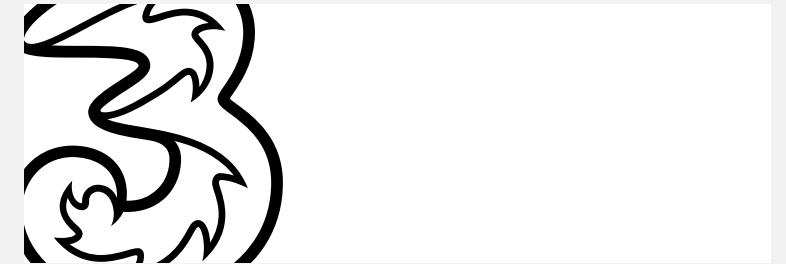
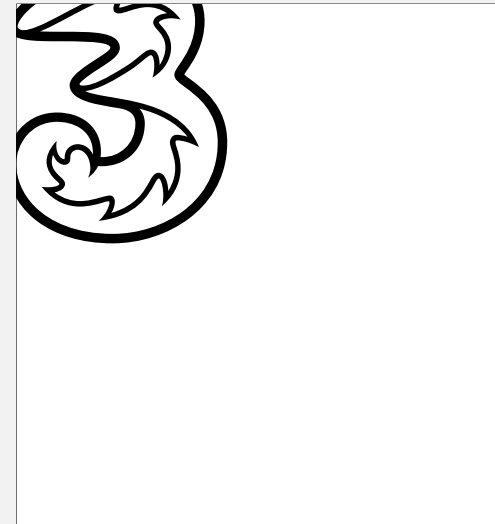
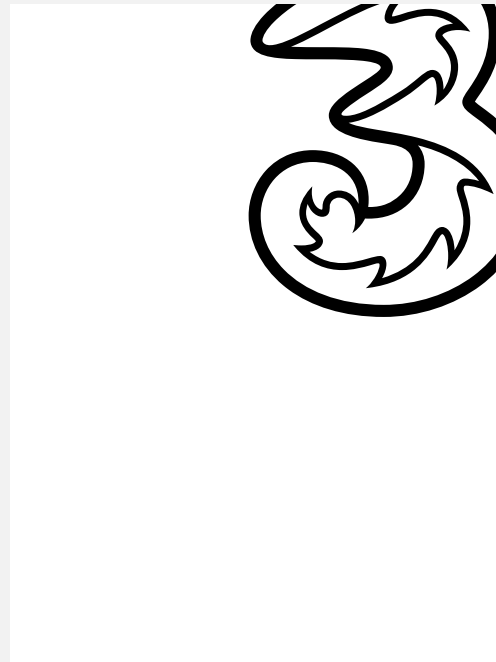


Logo Usage

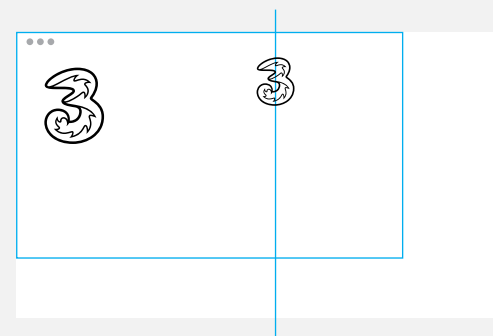
Three challenges rules and conventions. This game-changing mentality is graphically reflected in the way the Three logo is used.

However, the Three logo should also be treated with respect, observing common sense and best practice. Logo size and position must take into account the context and nature of the media, environment or message it accompanies.

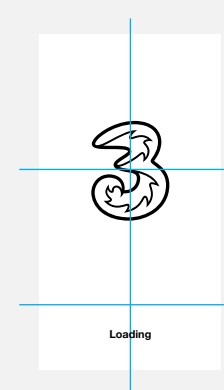
Unconventional positions



Conventional positions



Website



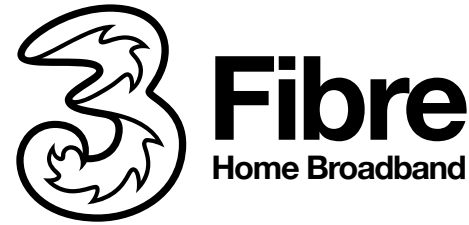
Loading
screen

Sub-brands and Logo

To preserve the integrity of our logo, it is important to only create Three-logo-based lock-ups for elements that we anticipate will be key, long-term offer-shaping initiatives, not short-term campaigns.

If type is associated with the logo, it is in Helvetica Neue Bold. The integrity of the Three logo must not be corrupted.

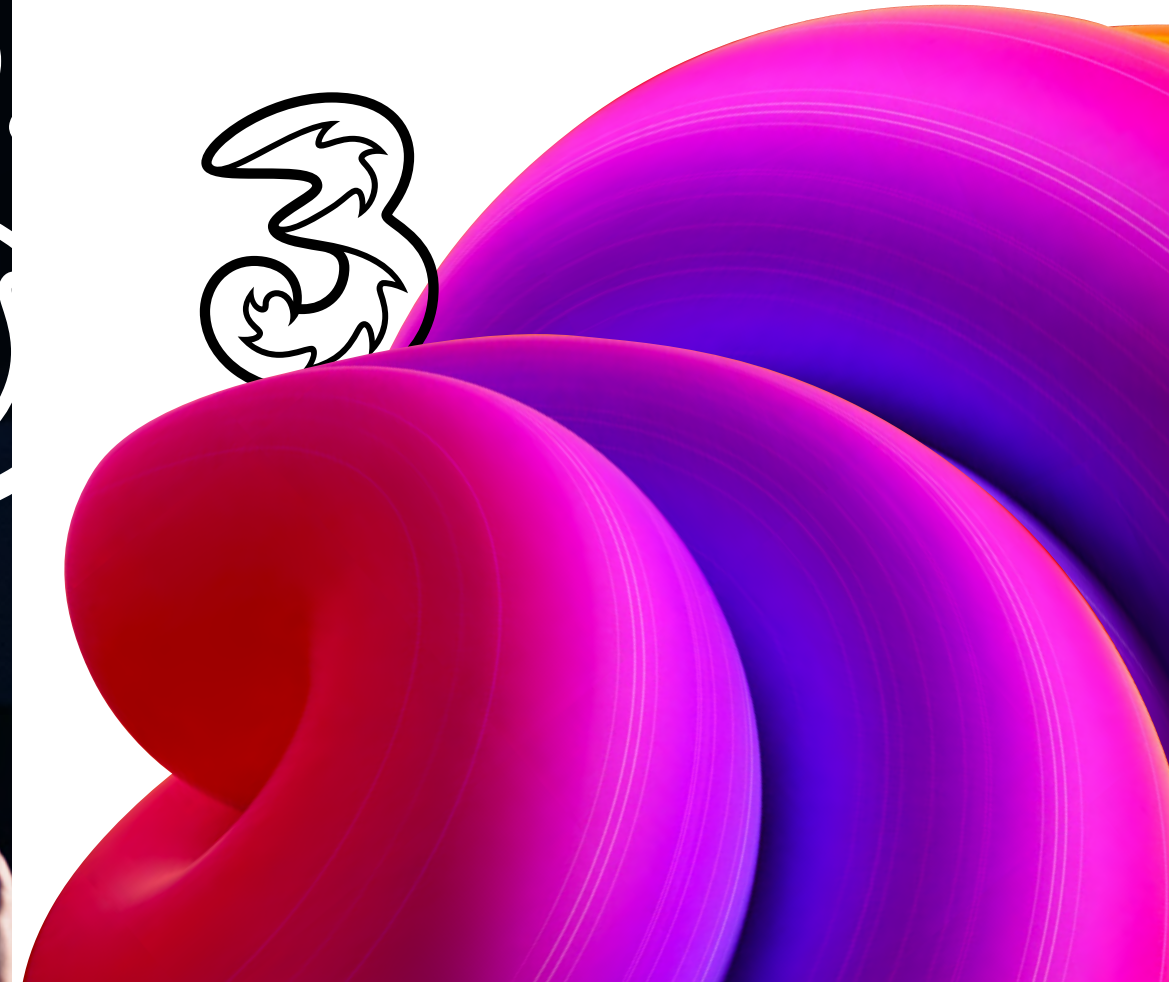
Temporary campaign messaging cannot be directly associated with the Three logo. Neither can value messaging, as it cheapens the Three brand.



Logo and Content

The Three logo finds ways to interact with the content around it. This helps associate Three more closely with the world it lives in, and portrays a more free, more expressive, life-loving brand.

The Three logo is always reproduced as a transparent keyline. It must never be filled with a white background, or any other background.



Sponsor & Partnership Logo

In sponsorships/partnerships where high visibility and legibility is required, we have a Three logo variant that has a thicker outer stroke. This helps the brand compete with other brand logos or in environments where visibility could be compromised.

This logo version should not be used in everyday communications or environments.

THIS SHOULD BE REVIEWED ON A CASE-BY-CASE BASIS AND CAN ONLY BE USED WITH WRITTEN PERMISSION FROM WHAM.

Three logo



Three variant logo - Thicker outer stroke



Examples

Press boards where the logo is competing among other brands



On sponsorship collateral that is seen from a distance



Type

Helvetica Neue Bold is the Three font. Timeless yet contemporary, it can be used large, small, quiet or loud. It's no-nonsense and high-impact. It perfectly complements the Three personality and our stature as a leader.

Helvetica Neue is not unique to Three, so it's important to observe the typographic principles described on the next few pages, to establish differentiation.

Important - Licensing Helvetica: Individual markets are responsible for licensing the font locally, for use in all media.

Helvetica Neue Bold

Type Usage

The Three visual style relies on consistent use of Helvetica Neue Bold, by default in black on white.

Headings and subheadings are set in Helvetica Neue Bold. The light/regular weight is used in body copy or small print.

This is a headline.

Helvetica Neue Bold
Tracking: -40/-60
Leading: Auto -
20%/30%

This is supporting copy, exposing a clear consumer take out and a compelling, easy call to action.

JoinThree.

Helvetica Neue Bold
Tracking: -40
Leading: Auto - 20%

This is longer copy/notes where clarity is primordial. This requires to be set in a more neutral weight in order to be easier to read. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Helvetica Neue Light/Regular
Tracking: Auto
Leading: Auto +10%

This is small print/notes where the size of the copy dictates the weight of the font, to remain legible. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Type Usage

Three communicates in many contexts, a variety of media and with multiple layers of messaging, including headlines, subheads, titles and calls-to-action.

Contrast between type sizes and weights helps us achieve clarity.

5x
Headline
x
With descriptor text.



Type Usage

Three's voice is active and full of energy. Impact is achieved through variations in typesize, and a more free approach to composition.

Headlines can be enhanced using two simple techniques: the indent; and the size variation, as shown on the right. These can be combined for better effect.

When choosing type sizes, make sure the most important message is the most prominent, and construct a logical type hierarchy around it.

These techniques can lift compositions that do not feature images.

Standard Three headline

**Standard
headline**

Indent

**New
opening**

Size variation

**This is quite
something.**

Indent + size variations

**Go
create**

Type Usage

Letter case and punctuation

1. When to use title case

Title case typography is used for the following:

Propositions

**Go
Roam**

Category titles

**Top 10
Sellers**

Promotions/offers

**Unlimited
SIM Special**

Service/network credentials

**99% UK
Coverage**

Brand lines

**Life Needs a
Big Network**

Punctuation

When using title case copy, full stops are never used.

2. When to use sentence case

For all other headlines, subheads and body copy, use sentence case. For instance, headlines that are related to the Three brand in general or about our customers.

**Share
the news
before your
Mum does.**

When using sentence case copy, correct punctuation should be used.

For calls to action no full stops are used.

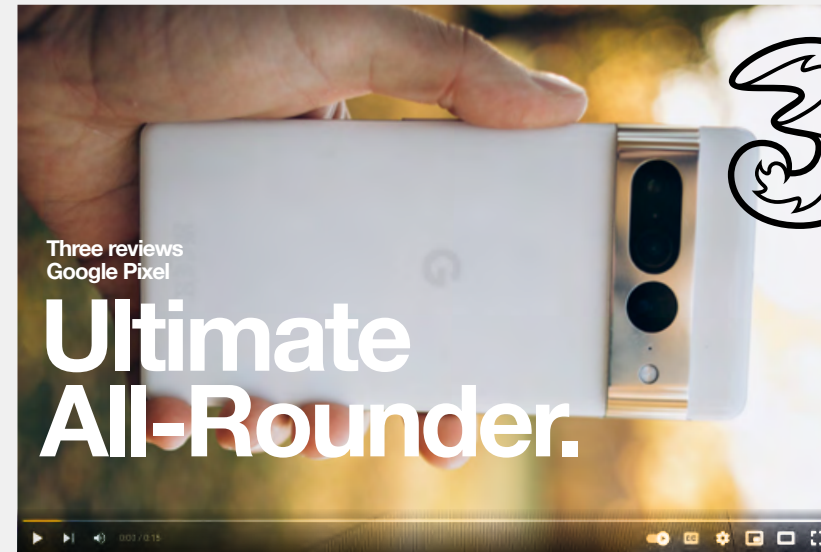
Find out more

Type in Digital Media

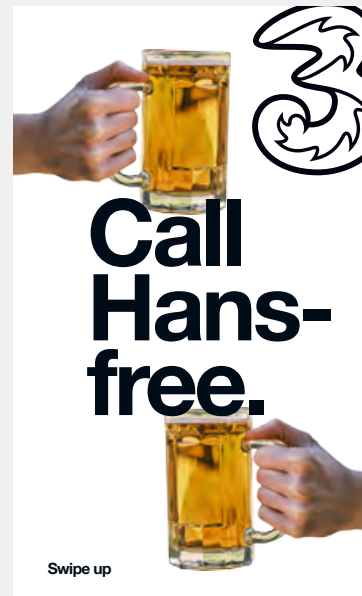
Here are some examples of how the Three tpestyle works in digital applications.

A templated approach is an efficient way to create instant brand attribution for Three, as shown opposite.

Instagram/Facebook



Snapchat



On-screen

Using Helvetica Neue Bold on screens requires careful consideration of responsiveness and legibility. Screen design allows less freedom in type size contrast, so find other ways to create a clear type hierarchy.

For instance, type can be either ranged-left or centred. Keep the number of sizes and weights to a minimum.

Colour and icons can be used as a fall-back.

Navigation



Store. Business. Hub.

Search

Ranging type

This is
ranged left.

Great substantiating reason to be developed here with consumer take out and a compelling, easy call to action.

This is centered.

Great substantiating reason to be developed here with consumer take out and a compelling, easy call to action.

Read more

Stylesheet

This is a headline on-screen.

This is a subhead on-screen.

This is a paragraph set for screen

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Back

Next

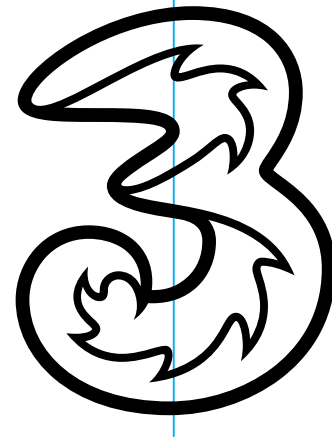
Local Taglines

Taglines are there to express the local brand purpose or brand idea.

Wherever they feature, they are always in Helvetica Neue Bold, and in the same colour as the Three logo.

Associated with Three logo

Life Needs a
Big Network



Used as social media handles

#makeitcount

#LifeNeedsaBigNetwork

#Macht'seinfach



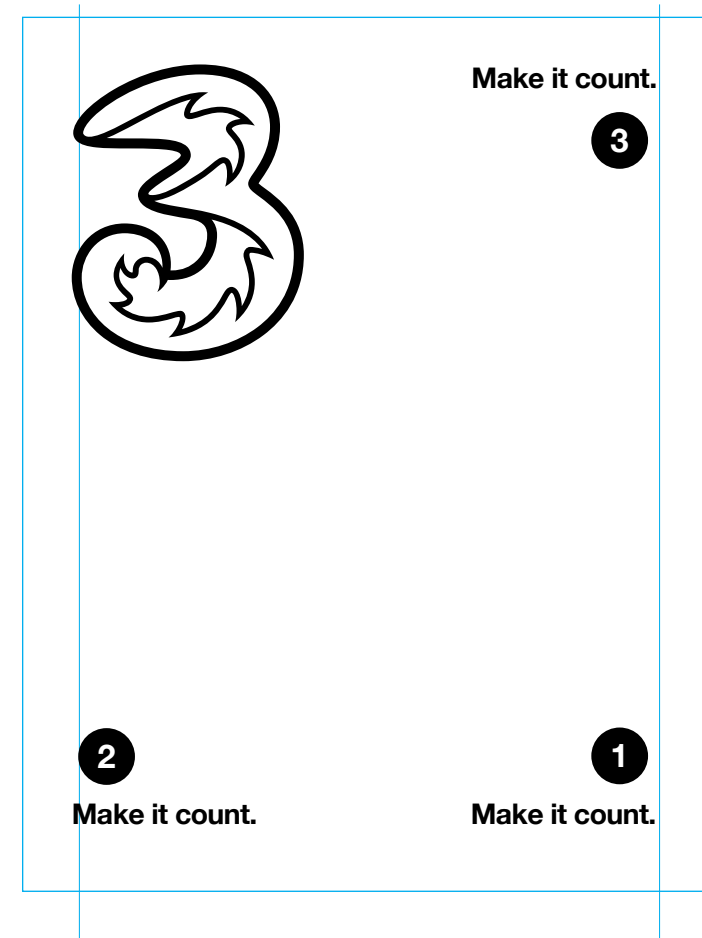
Local Tagline Usage

In general, local taglines feature opposite the logo. Exceptions include formats where the logo is centred, for instance in video endframes.

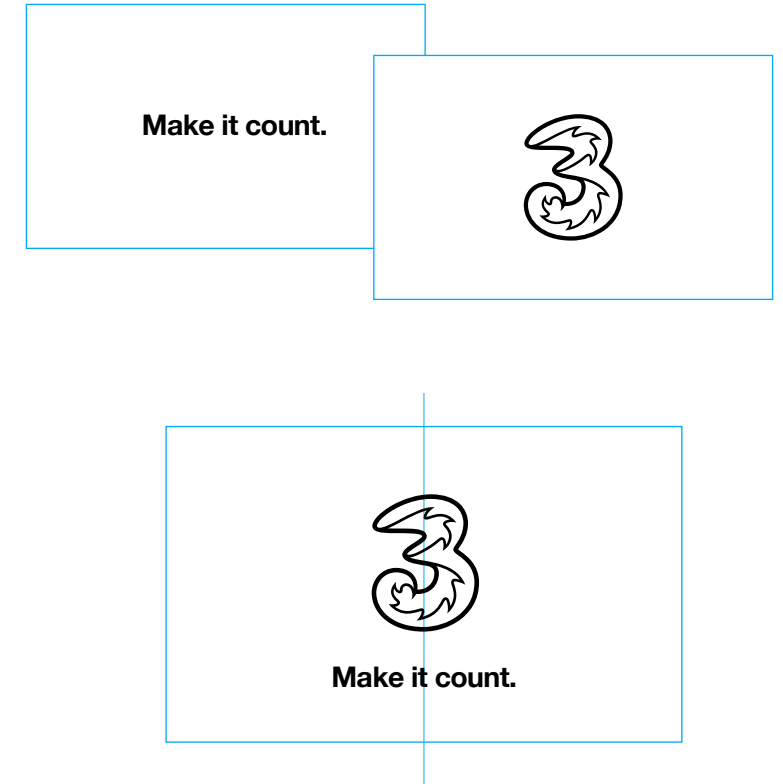
Taglines can be attached to body copy in communications when they substantiate the message. They should be set to match the style of the messaging block.

Local taglines can be used as social media handles but are weakened when overused.

On formats



On video endframes



Attached to body copy

Great substantiating reason with consumer take out and a compelling, easy call to action. ×

Make it count. ×

Combined with other information

✓ **#makeitcount**
📷 ✕ 📺

✗ **Make it count.
#makeitcount**

Wordmark

Wordmark

In some applications, we use our wordmark to build brand recognition.

Used prominently on store fascias, our wordmark serves to underline how our name is pronounced. It is written in the local market's language.

Three

Store fascia

Three

Wordmark

In all languages, the wordmark supports the Three logo and clarifies its meaning and pronunciation.

Always use the artwork provided.
Never recreate the wordmark artwork.

Three

Tre

Tri

Drei

Wordmark Variants

Aside from store fascias, the Three wordmark is never used in isolation. It is always used when referring to the Three brand in copy, in social media handles and URLs.

The wordmark features in word compositions where the Three logo is not the most practical option, or when a more business-like tone is necessary.

When the wordmark is used in these word compositions they move from being just a mark to playing a part in sentences, and should therefore adhere to grammatical norms by adopting full stops.

Even when the wordmark is used prominently, the Three logo is always represented.

Two different ways to create wordmark compositions

OnThree.

Helvetica Neue Bold
with grey/colour highlight

OnThree.

Helvetica Neue Light

URLs/handles/call-to-action



SearchThree.

#JoinThree.

 **Three.**

BeThree.

B2B/corporate use of the wordmark

**Three.
Global.**



**Three.
Smart-up.**

Start-up convention
Copenhagen 2017.



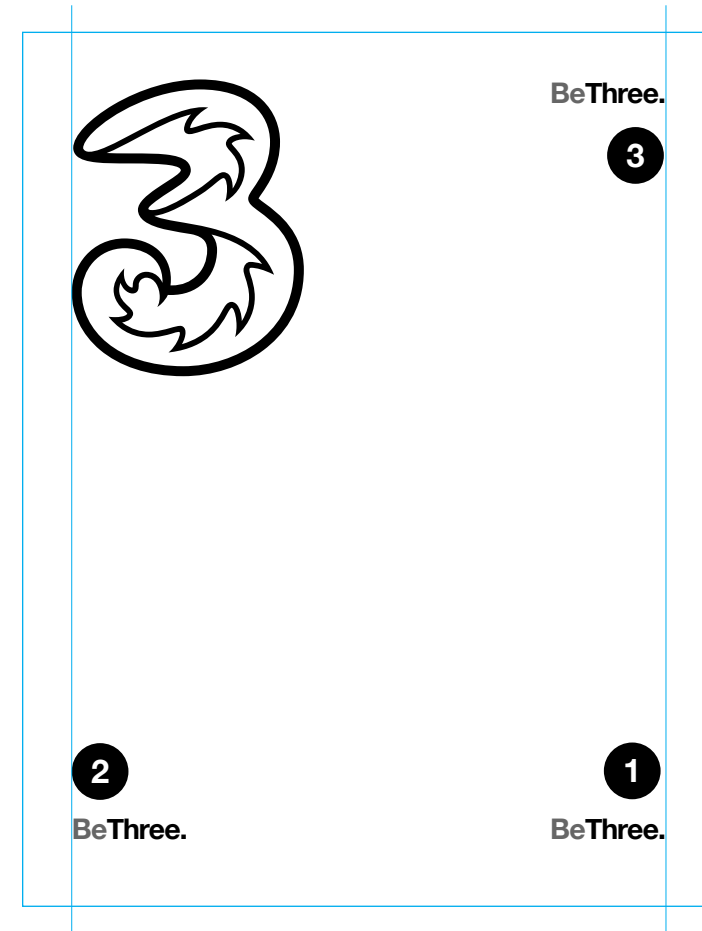
Wordmark Compositions Usage

Wordmark compositions are usually positioned on the opposite side of the format in relation to the logo. Exceptions can be made on centred layouts such as video endframes, where we can choose to alternate, or combine logo and wordmark composition to best serve the message.

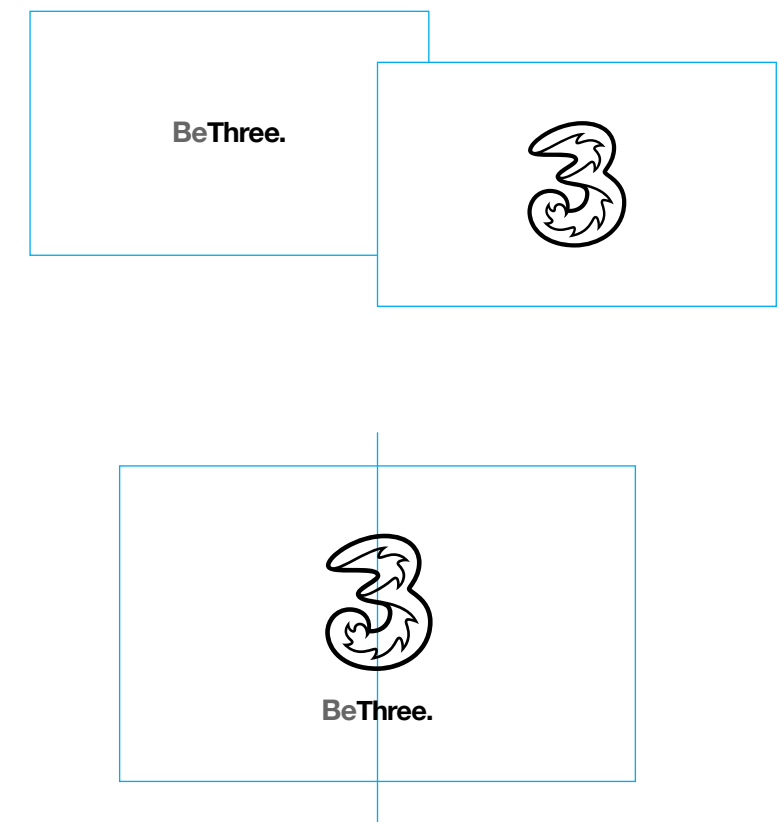
Wordmark compositions can be attached to body copy in communications when they substantiate the message. They should be set to match the style of the messaging block.

Local taglines can be used as call-to-actions but are weakened when overused.

On formats



On video endframes

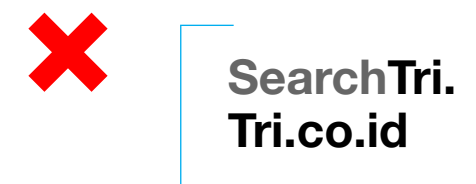
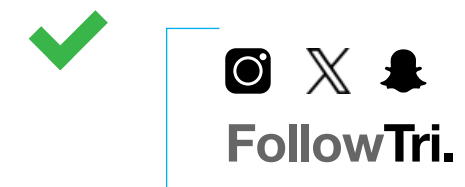


Attached to body copy

Great substantiating reason with consumer take out and a compelling, easy call to action. ×

OnlyOnThree. ×

Combined with other information



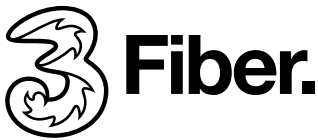
Naming Principles

This page presents the three options when using the Three brand in wordmarks, lock-ups and creating sub-brands.

Each market has a different history and legacy regarding the design of sub-brands – so while all of the approaches on this page are valid, it is important to stick to one naming convention for consistency.



Use of single naming convention.



Use of single naming convention.

3Store

3Fiber

My3



Use of single naming convention.

Three.Store.

Three.Fiber.

MyThree.



Use of multiple naming conventions.

3Store

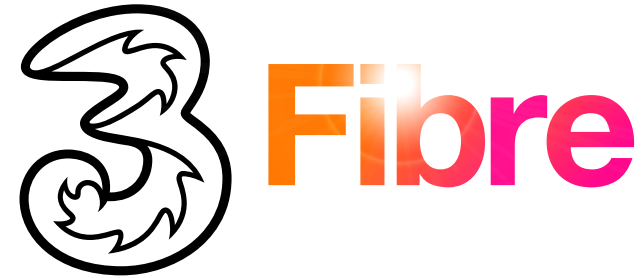
Three.Fiber.



Sub-brands Design

Beyond the logic shown on the previous page, it is important to consider the brand architecture.

Three sub-brands position their propositions clearly and in a relevant fashion to our audiences. Here are some examples of how design techniques can help bring clarity and relevance.



A simple flare contributes to making a fibre/broadband offer feel more magical and technical.



The design of a product endorsed by Three is designed to present the relationship in a clear way.



Designing the Three app logo as an app icon suits its digital context.

Colour

Three in Colour

Colour makes Three instantly recognisable.
The following pages define how colour is
used to best serve Three.

White and black.

(+ grey and silver.)



Colour.

White and Black

White
R: 255
G: 255
B: 255
#FFFFFF

Black
R: 0
G: 0
B: 0
#000000

Three's core colours are black and white.

White is the default colour of the Three brand world; a predominant background colour that features across most Three communications, serving as a blank canvas for imagery and colour.

Black is the preferred colourway of our logo and typography.



Colour

Markets own different colour spectrums, but use colour in a singular way to remain on brand globally.

Colours defined by RGB or CMYK values locally are used only to define the gradients and should never be used in isolation as spot colours.

Adapting locally:

Please refer to the Delivering Locally section of these guidelines to find more guidance and how local colour palettes are to be defined in individual markets.

Hong Kong

Sweden
Indonesia

Ireland

United Kingdom

Colour Balance

Just as important as the Three logo, the use and balance of colour helps to define the Three brand style.

These examples illustrate how to balance imagery, black and white, and local colour palettes.

Full-bleed imagery



Dark full-bleed imagery



Light full-bleed imagery

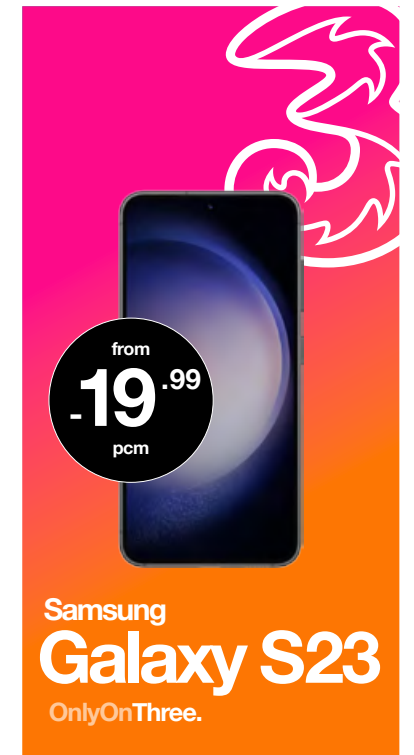
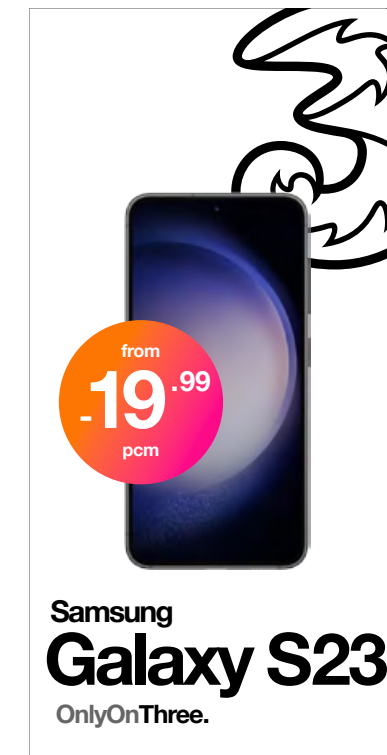
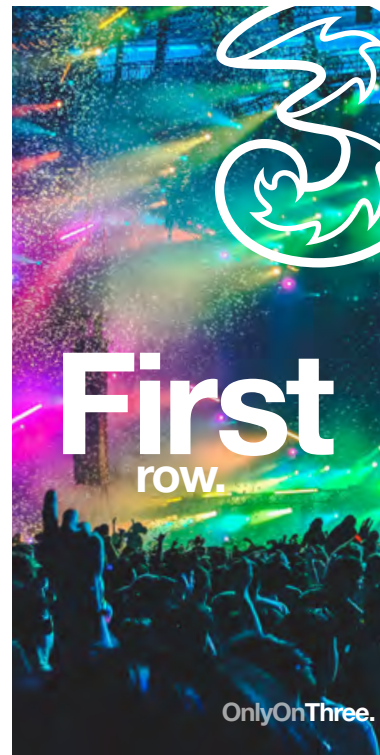
Cut-out imagery



White dominant



Colour dominant



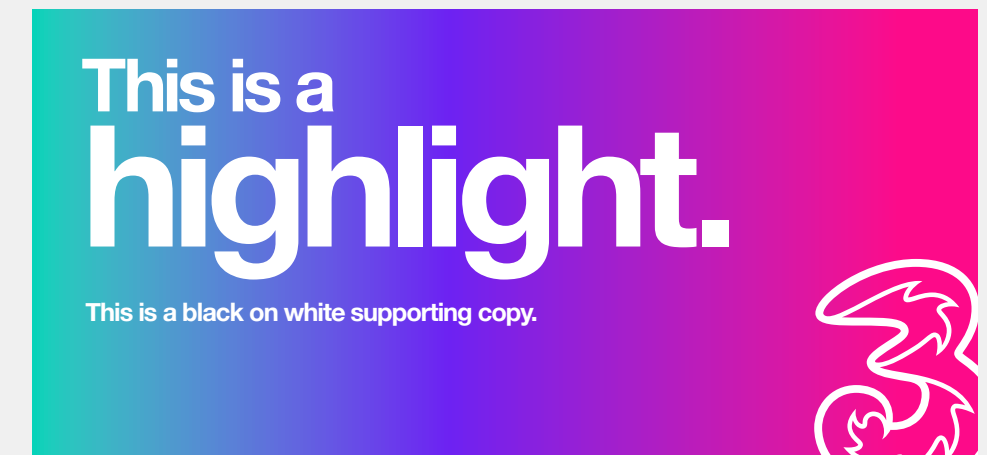
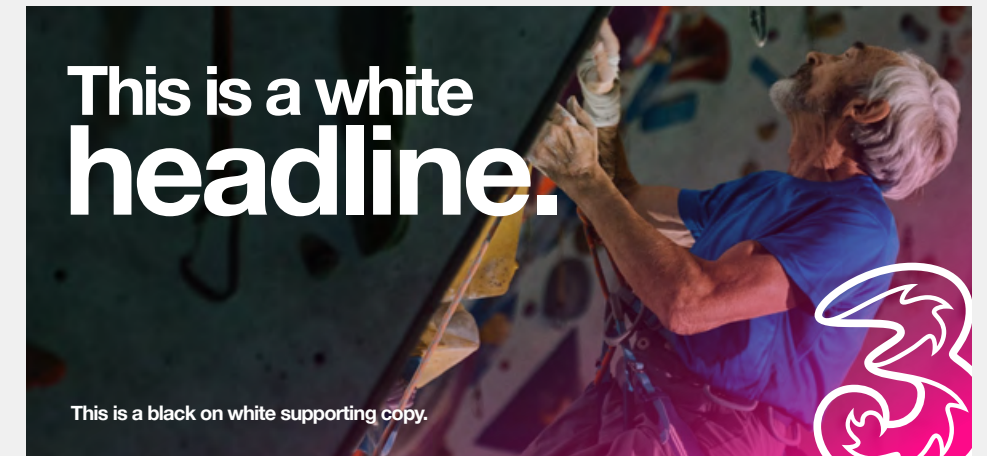
Colourways

Our default brand style is black type on a white background. Colour can be applied to emphasise key words (see next page), as long as they remain legible.

When using colour within the Three logo and type on the same application, it is essential to use a similar colour. The same applies within campaigns.

Where photographic imagery is used, the colour for logo and type can be flexed to white on dark imagery and black on lighter imagery.

With moving image, or busy imagery, we use a simple white tint.



Grey and Silver

Grey and silver add sophistication and depth to the Three world, especially on screen. The silver gradient is a way to add layers, and define imaginary spaces around cut-out photography.

Grey

R: 217

G: 217

B: 217

#d9d9d9

Silver

R: 255

G: 255

B: 255

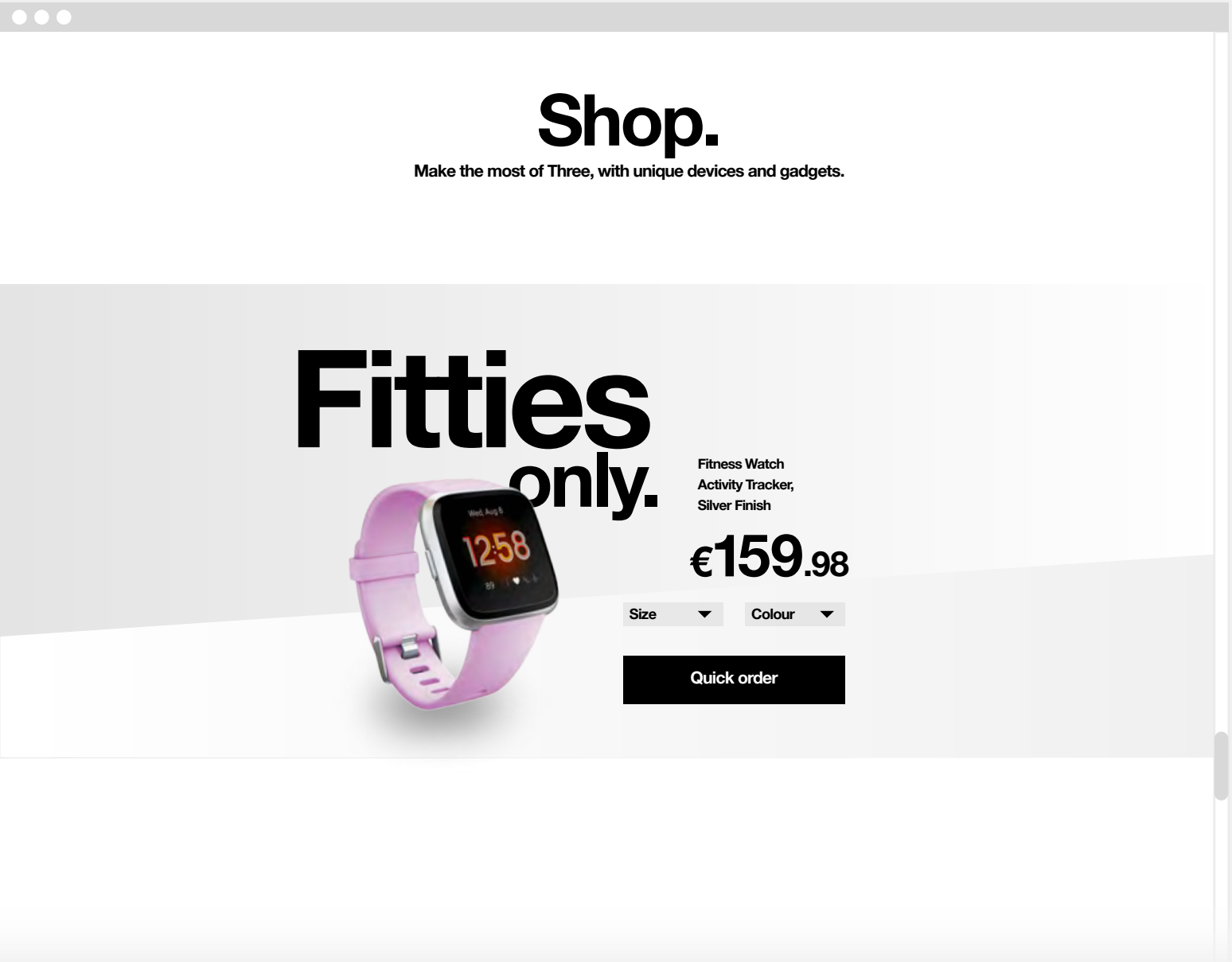
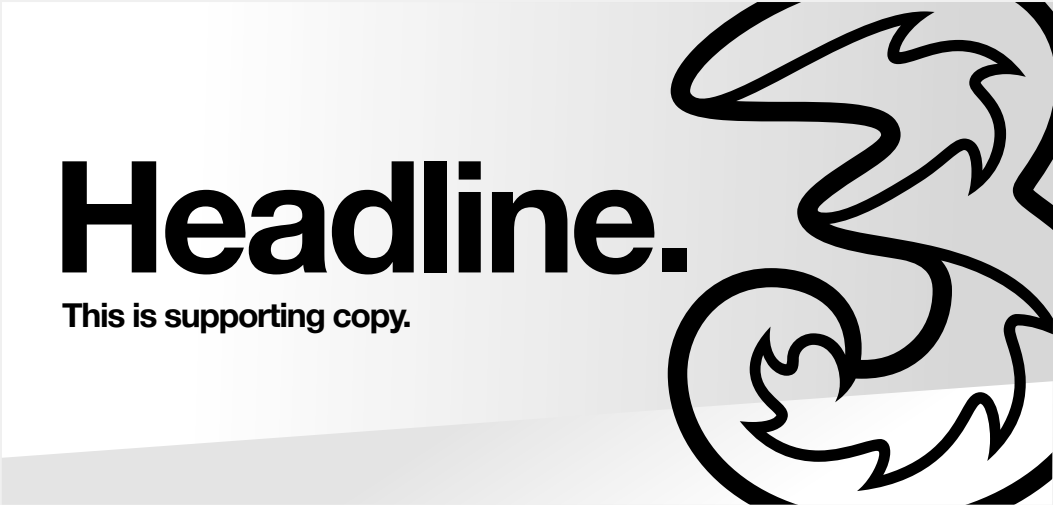
#000000

R: 217

G: 217

B: 217

#d9d9d9



Delivering Locally

The following pages explain how to adapt the Three Brand to local market conditions.

All such adaption work must be done in conjunction with and be approved by WHAM, the International Brand Group of the Three Brand owner, CK Hutchison Holdings.

Delivering Locally: Strategy

Local Strategy

Three adapts its global brand DNA to make the brand relevant to each local market.

Born to be better is our global brand purpose, true in every market we serve. However, with unique market contexts around the Three world, the local positioning needs to be adapted to deliver on our purpose.

Our Purpose

**Born to
be better.**

Local Brand Positioning Example

**A better
connected life.**
Three Ireland

Local Strategy

This is an overview of how we make Three more locally relevant, and the factors that drive it – such as demographics, market needs, cultural expressions and local competitor brands.

The Three global personality remains consistent for every market.

Contact WHAM for any guidance or help regarding flexing the global principles to your local market.

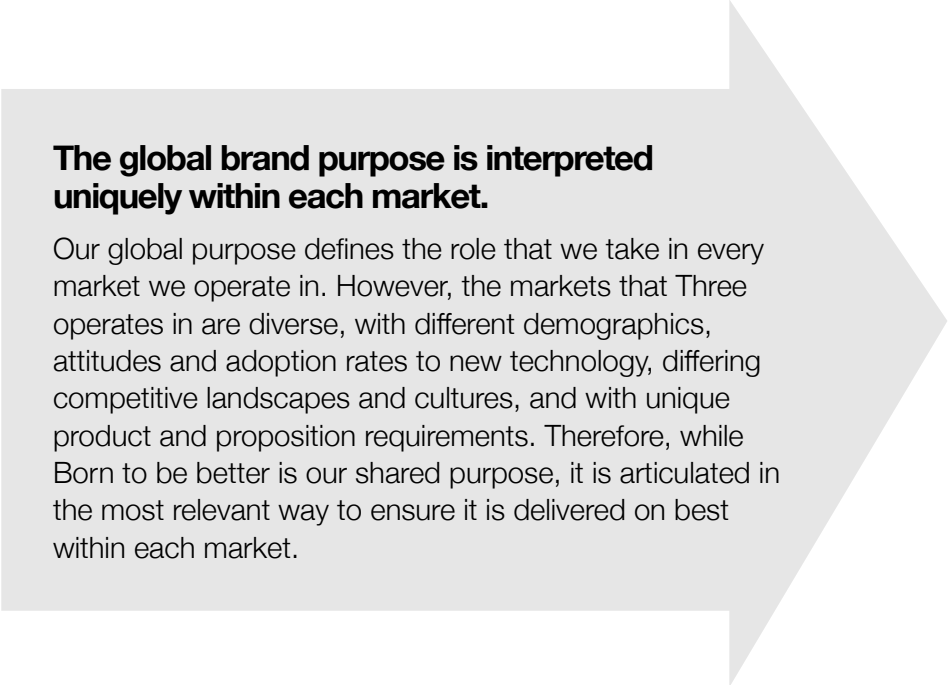
Global

Our Purpose

Born to be better.

Our Personality

Life-lover
Leader
Game-changer



Local

Local Brand Positioning

Locally defined positioning

Our Personality

Life-lover
Leader
Game-changer

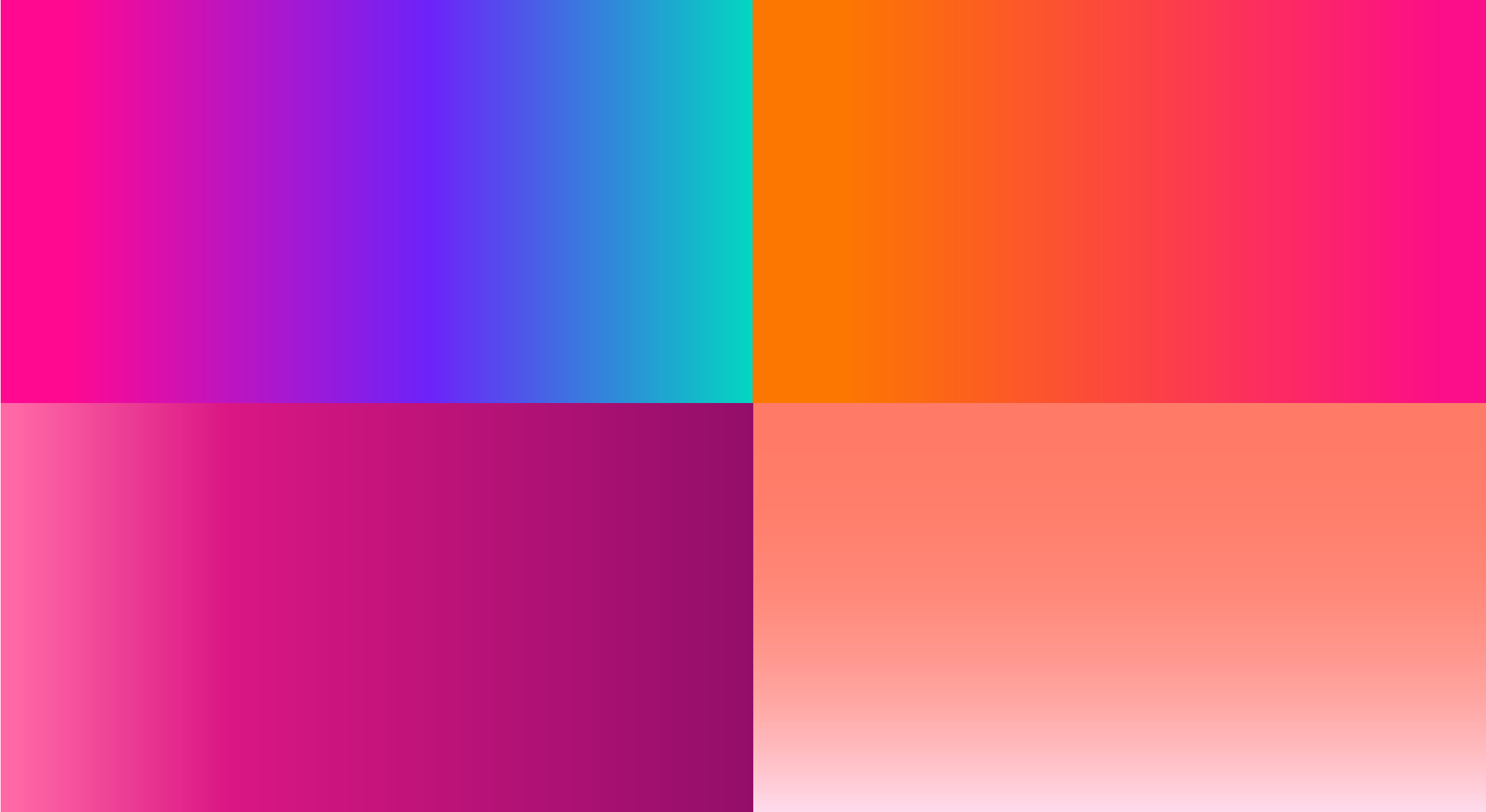
Delivering Locally: Colour

Local Colour

Local colour palettes complement the black and white core colour palette. They are designed to increase attribution locally and help Three stand out in specific markets.

They are a key element to a market's toolkit and should be defined and used by markets as the following pages describe. This is in order to deliver a consistent global approach to our brand toolkit.

Local colour palettes are defined using a set decision process and are used in similar ways across markets.

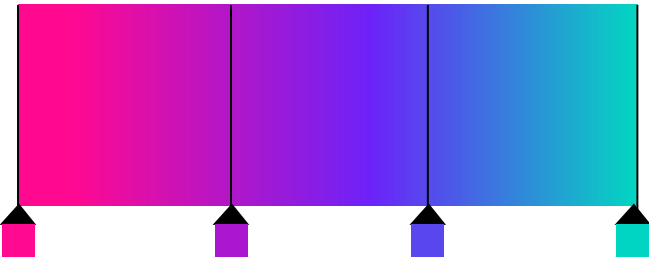


Core colour palette



+

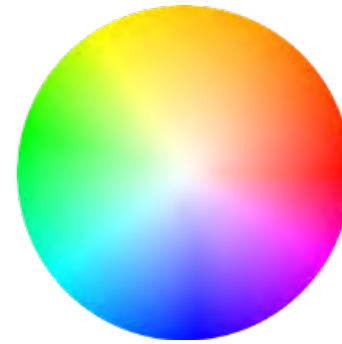
Local colour palette
(HK example)



Defining Local Colour

This is the step-by-step process that defines a local colour palette for a specific market to use.

1 Digital first starts with RGB



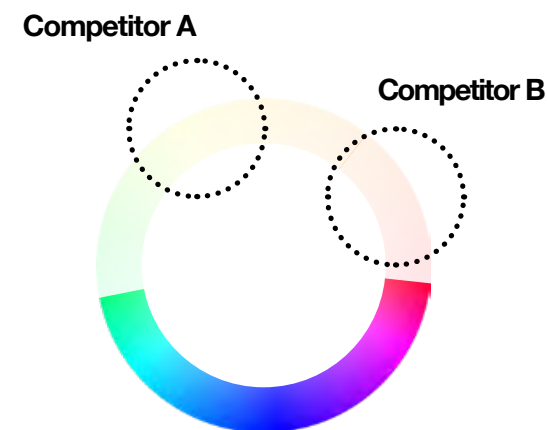
Colours look best on-screen, so we start with screen-first colours, defined in the RGB colourspace.

2 Vibrant and energetic



Colours are picked on the most vibrant end of the RGB colour wheel. Not pastel, not muddy.

3 Locally relevant



Colours are chosen to maximise attribution and own a differentiating territory, locally. It is important to pick a set of colours near each other on the spectrum to keep gradients smooth.

4 Rendering colour



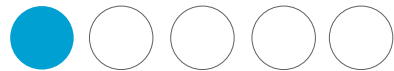
The identified spectrum of colour is brought to life through 2D and 3D renders.

Local Colour Examples

These are examples of some of Three's local colour palettes.

Important - Protecting colour.
For legal reasons, it is each market's responsibility to ensure their colour selection does not infringe on competitors' colourways. Individual markets may choose to register a colour for their own purposes.

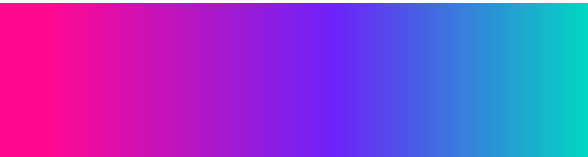
Austria*



Denmark*



Hong Kong



Indonesia*



Ireland*



Sweden*



* Markets where local colour palette is in development/ pending sign-off.

Delivering Locally: Photography

Local Photography

Local photography should tie directly to the Three global personality. It is human-centred, active rather than passive, and represents an expression of real life.

Photography should capture the stuff that matters most to people – friendships, life-affirming moments, entertainment, memories, holidays, music and fun.



Thank You

WHAM

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